



Week 3 Assignment: Public Service Announcement (PSA) Pre-Production

Overview

This week, you'll begin work on your public service announcement, or PSA. By the end of Week 5, you and your teammates will produce a PSA that:

- is 60 seconds or less.
- covers a specific topic.
- includes voiceover narration.
- employs video, text, or graphic effects.
- is finalized in Web-ready file format.
- follows copyright citation and fair use guidelines – appears slowly so we can read it.

This week, you and your team will complete the pre-production work. Use this document to develop and record the following:

- Project proposal
- Script outline and narration script
- Shot list
- Copyright information

Submit a completed copy of this document by the end of Week 3.

Revising and Resubmitting This Document

It is important that you download and retain a copy of this document on your desktop. This step will allow you to submit a copy both this week and again in Week 5.

As you produce the video in Weeks 4 and 5, you will likely deviate from the plans your team establishes in this document. This is normal. However, when this occurs, you **must** revise this document to reflect these changes.

At the end of Week 5, you will submit the revised version of this document. Your Instructional Associate will assess how well you recorded these updates by comparing your original version (from this week) with your revised version (from Week 5).

Rubric

Use this rubric with the Assignment.

Tasks ↓	Accomplished	Proficient	Needs Improvement	Unacceptable
Student project proposal (45 points)	Project proposal clearly details purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of deliverables. Adjustments to the project proposal are determined early and clearly explained. (45 points)	Project proposal identifies purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of deliverables. (34 points)	Project proposal inconsistently identifies purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of deliverables. Adjustments to the project proposal are also inconsistent. (27 points)	Incomplete. (0 points)
Script for PSA (15 points)	Provides a script using conventional writing standards. (15 points)			Incomplete. (0 points)
Shot list (25 points)	Provides a complete, well-considered shot list with documentation and explanation of any new shots taken in the moment of filming. (25 points)	Provides a shot list with documentation of any new shots taken in the moment of filming. (21points)	Provides a shot list but inconsistently documents new shots taken in the moment of filming. (18 points)	Incomplete. (0 points)
Copyright and fair use information (15 points)	Fair use guidelines are followed and all or most non-original material uses proper citations. (15 points)			Incomplete. (0 points)

Week 3 Assignment: PSA Pre-Production

Directions

1. Download a copy of this assignment document to your desktop. Document the collaborative process with each team member contributing equally through the process. Suggested document: Create in Google Docs and use color-coded input from each team member.
2. As a group, select an issue to address in your PSA. Consider topics that impact your school, your community, and you personally.
3. Brainstorm the aspects of the issue you plan to cover, and identify the people you might interview for it.
4. Write up your project proposal in the area provided below.
5. Write a script outline and narration script in the spaces provided below.
Use the following sites as guides.
 - Story Creation Tips:
http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg_cs4_p3_student_guides.pdf
 - Writing Tips:
http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg_cs4_p3_student_guides.pdf
6. As a team, brainstorm your shots. Be certain you include an establishing shot, a closing shot, wide shots, and tight shots. Follow the rule of thirds and other guidelines established in this tutorial:
http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg_cs4_p2_student_guides.pdf.
7. Write up your shot list in the space provided.
8. Identify additional assets, such as audio, images, interviews, and narration for your PSA.
9. Identify copyright citation and fair use guidelines to any visual or audio assets you use in your PSA.
10. Submit a copy of this document.
 - NOTE: Be sure you retain a copy of this document on your desktop. As you produce your video in Weeks 4 and 5, you will need to update this document to reflect any changes. You will submit a copy of the revised version at the end of Week 5.

Project Proposal

Create your project proposal here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

General Information	
Name(s)	Joyce Howard Regina Jackson Maridale Still Amy Zbylut
Project title	"Misery of Dropping Out"
Purpose	To promote "Staying in School" & "The Importance of Graduating High School"
Audience	High School Students
Program length	1 Minute
Costumes	<ul style="list-style-type: none"> Hand-me down clothes, mismatched and well worn Appropriate costumes for the professions: suite, dress, T-square, stethoscope, lab coats, briefcase, desk, computer, office ...
Sets	<ul style="list-style-type: none"> High School Electronics store, car lot, shopping mall, & Under a bridge "Homeless & Hungry"
Props	<ul style="list-style-type: none"> Blanket, cardboard sign, playground equipment, and school sign "Keep your eyes on the prize" Graduation gowns and diploma
Locations	<ul style="list-style-type: none"> A High School Car Dealership Mall Playground Regina's House Under a Bridge
Crew	
Director(s)	Joyce Howard

Scriptwriter(s)	Amy Zbylut, Joyce Howard (Script Editor)
Talent	High School Drama Students, Regina's Children, Rob C. Fitzjerl
Camera operator(s)	Joyce Howard Regina Jackson Maridale Still
Editor(s)	Joyce Howard & Amy Zbylut

Schedule of Deliverables & Tasks - Project Phases	Amy Zbylut	Joyce Howard	Regina Jackson	Maridale Still	Start Date	Completion Date
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Selection of Topic, PSA Title, and Target Audience	X	X	X	X	11/28/2011	11/28/2011
Pre-Production Tasks - Brainstorm, gather ideas for PSA, research topic & statistics, & review similar PSA information	X	X	X	X	11/28/2011	11/30/2011
Decide PSA length	X	X	X	X	11/28/2011	11/28/2011
Select Director		X			11/28/2011	11/29/2011
Recruit / Actors Selected	X	X	X	X	11/29/2011	12/6/2011
Releases Signed / Including permission by parent / guardians for minors (actors)	X	X	X	X	12/1/2011	12/6/2011
Props / Costumes / Sets / Scenes Selected	X	X	X	X	12/1/2011	12/6/2011
Script / Costume information / Stage direction information to actors	X	X	X	X	12/1/2011	12/6/2011
Rough Draft Script	X				11/29/2011	12/1/2011
Edit Script	X	X			11/26/2011	12/1/2011
Outline of Project			X		11/29/2011	12/1/2011
Storyboard Draft		X			11/29/2011	12/1/2011
Create Plan for filming / photography	X	X	X	X	11/28/2011	12/1/2011
Begin Filming / Photography	X	X	X	X	12/6/2011	12/6/2011

Video Editing with Corel VideoStudio Pro & Other Software	X	X			12/6/2011	12/7/2011
Video Footage Complete & Submitted	X	X	X	X	12/6/2011	12/7/2011
Photographs Complete & Submitted	X	X	X	X	12/6/2011	12/7/2011
Draft of Copyright List			X		12/6/2011	12/13/2011
Finalize Script	X		X		11/29/2011	12/4/2011
Finalize Storyboard		X			11/29/2011	12/4/2011
Finalize Video (Include all Video clips, segments, music, & photos)		X			12/6/2011	12/7/2011
Complete Voice Over	X				12/6/2011	12/8/2011
Rough Draft of PSA Complete for comments	X	X	X	X	12/8/2011	12/13/2011
Final PSA Complete for posting	X	X	X	X	12/8/2011	12/15/2011

Script Outline

Add a copy of your script outline here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

PSA Title: "Misery of Dropping Out"

Audience: High School Students

Purpose: To promote "Staying in School" & "The Importance of Graduating from High School"

Genre: Public Service Announcement (PSA)

I. Intro/Title Page

II. Narration will include "Misery of Dropping Out" rap song

- a. Rap song that includes effects of dropping out of High School
- b. The narration/voice-over will be our "rap" song

III. Video Clips and/or Still Pictures

- a. Shot 1 -- Picture homeless girl on street corner/under a bridge
- b. Shot 2 -- Homeless man sitting on the street corner with his worldly possessions
- c. Shot 3 -- Switch to a picture of a male graduate receiving diploma
- d. Shot 4 -- Picture of homeless man on bench with American Flag
- e. Shot 5 -- Picture of college graduates
- f. Shot 6 -- Picture of masked man with bat
- g. Shot 7-- Picture of homeless/thin children
- h. Shot 8 -- Picture of welfare scene
- i. Shot 9- 10 -- Picture of mall and electronic store
- j. Shot 11 -- Picture of car dealership
- k. Shot 12 -- Picture of homeless man on bench with American Flag
- l. Shot 13 -- Picture of homeless/thin children
- m. Shot 14 -- Picture of help sign to blend with shot 13
- n. Shot 15 -- Healthy child playing on playground
- o. Shot 16 -- Internet shot of soldier working with children overseas with their homework
- p. Shot 17 -- Man kneeling down with head down
- q. Shots 18-19 -- Scenes from Shoemaker High School drama students
- r. Shot 20 -- Picture homeless girl on street corner/under a bridge
- s. Shot 21 -- Picture of homeless man on bench with American Flag
- t. Shot 22 -- Picture of homeless/thin children

u. Shot 23 -- Homeless man sitting on the street corner with his worldly possessions
IV. Credits/Copyright information

Narration Script

Add a copy of your narration script here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

If you listen to me,
Then you will see,
the misery that dropping out is causing me.

Drop-out rates may be decreasing,
but my frustrations keep on increasing.

All the grads have the high paying jobs.
Now, I am left to beg, borrow, steal and rob...

Look at my children,
they're hungry and thin,
but there ain't much I can do when my welfare ends.

All the grads, spending money here and there,
While I just sit in a pit of despair.

When my kids need help,
I fall to my knees,
'cause I can barely help them with their ABCs.

I think it is time,
To rethink my drop-status,
I didn't see it back then,
Now, I am seeing what matters.

If you listen to me,
Then you will see,
the misery that dropping out is causing me.

If you listen to me,
Then you will see,
the misery that dropping out is causing me.

If you listen to me,
Then you will see,
the misery that dropping out is causing me.

Shot List

Add a copy of your script outline here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

Name(s)	Joyce Howard Regina Jackson Maridale Still Amy Zbylut
Project Title	"Misery of Dropping Out"
Shot Number	Shot 1
Location	Street corner/Under a Bridge
Talent	Maridale's daughter, standing on the street corner as a homeless person.
Props	Hand-me down clothes (mismatched or worn), cardboard sign, blanket
Special Equipment	Video camera or digital camera
Shot Number	Shot 2
Location	Internet
Talent	Homeless man sitting on the street corner with his worldly possessions. http://commons.wikimedia.org/wiki/File:Homeless_Man.jpg
Props	None
Special Equipment	None
Shot Number	Shot 3
Location	University Graduation

Talent	Maridale's son receiving his diploma.
Props	Graduation gown, cap and diploma.
Special Equipment	Video camera or digital camera
Shot Number	Shot 4
Location	Internet
Talent	Black and white picture of homeless man with American Flag on the Wall. http://commons.wikimedia.org/wiki/File:Homeless_Man.jpg
Props	None
Special Equipment	None
Shot Number	Shot 5
Location	University graduation.
Talent	Maridale's children at university graduation
Props	Graduation gown, cap and diploma.
Special Equipment	Video camera or digital camera
Shot Number	Shots 6
Location	Internet
Talent	Man in a ski mask, holding a bat. http://www.dreeastwood.com/2011/01/ski-mask-way.html
Props	None
Special Equipment	None
Shot	Shot 7

Number	
Location	Internet
Talent	Children on the sidewalk – Homeless. http://commons.wikimedia.org/wiki/File:Homeless_child.jpg
Props	None
Special Equipment	None
Shot Number	Shot 8
Location	Internet
Talent	Welfare Line http://commons.wikimedia.org/wiki/File:FEMA_-_29783_-_Workers_unemployed_by_the_freeze_in_California.jpg
Props	None
Special Equipment	None
Shot Number	Shot 9
Location	Mall
Talent	Shot looking down the mall towards JC Penney's
Props	None
Special Equipment	Video camera or digital camera
Shot Number	Shot 10
Location	Electronics Store
Talent	Picture electronics on display in the store.
Props	None
Special Equipment	Video camera or digital camera

Shot Number	Shot 11
Location	Car Dealership
Talent	Picture of car dealerships lot (Mercedes)
Props	None
Special Equipment	Video camera or digital camera
Shot Number	Shots 12-14
Location	Internet
Talent	<p>12) Black and white picture of homeless man with American Flag on the Wall. http://commons.wikimedia.org/wiki/File:Homeless_Man.jpg</p> <p>13) Children on the sidewalk – Homeless http://commons.wikimedia.org/wiki/File:Homeless_child.jpg</p> <p>14) Help Picture http://commons.wikimedia.org/wiki/File:HELP.jpeg</p>
Props	None
Special Equipment	None
Shot Number	Shot 15
Location	Outside on Playground
Talent	Picture of Regina's son on playground equipment.
Props	None
Special Equipment	Video camera or digital camera
Shot	Shots 16-17

Number	
Location	Internet
Talent	<p>16) Soldier working with children overseas with their homework. http://commons.wikimedia.org/wiki/File:US_Navy_070910-C-2910S-007_Yeoman_2nd_Class_Juan_Torres,_embarked_ aboard_guided-missile_frigate_USS_Halyburton_%28FFG_40%29_helps_a_child_with_his_homework_during_a_community_relations_project_at_Provida_Home.jpg#filehistory</p> <p>17) Silhouette of man kneeling down, head bowed. http://areureallyawake.wordpress.com/tag/vulnerability/</p>
Props	None
Special Equipment	None
Shot Number	Shots 18-19
Location	Shoemaker High School, in front of "Keep your eye on the Prize" sign
Talent	Drama Students (Boy and Girl)
Props	Modern "teenage" clothes , Graduation gown, cap and diplomas
Special Equipment	Video or digital camera
Shot Number	Shot 20
Location	Street corner/Under a Bridge
Talent	Maridale's daughter, standing on the street corner as a homeless person
Props	Hand-me down clothes (mismatched or worn), cardboard sign, and blanket
Special Equipment	Video camera or digital camera

Shot Number	Shots 21-23
Location	Internet
Talent	21) Black and white picture of homeless man with American flag on the wall http://commons.wikimedia.org/wiki/File:Homeless_Man.jpg 22) Children on the sidewalk – Homeless http://commons.wikimedia.org/wiki/File:Homeless_child.jpg 23) Homeless man sitting on the street corner with his worldly possessions http://commons.wikimedia.org/wiki/File:Homeless_Man.jpg
Props	None
Special Equipment	None

Copyright Information

Note any citation and fair use guidelines to any visual or audio assets you use in your public service announcement here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.



The Misery that Dropping Out is Causing Me by Rob C. Fitzjerl & Amy Zbylut is licensed under a [Creative Commons Attribution-NonCommercial-NoDerivs 3.0 Unported License](#).

(Data to support decrease in Texas Drop Out Rates from <http://www.tea.state.tx.us/index4.aspx?id=3505>)

We will update the copyright section as we select the exact pictures that we will use during the PSA. We will also create our video under a [Creative Commons Attribution-NonCommercial-NoDerivs 3.0 Unported License](#), because of the various items that we are planning on using during our production of our PSA.

Citations for Photographs Used Off of the Internet

- C. G. P. Grey, Homeless – American Flag, August 4, 2005 via WikiMedia Commons, Creative Commons License. Retrieved December 4, 2011 from http://commons.wikimedia.org/wiki/File:Homeless_-_American_Flag.jpg
- Lt. j.g. Gregg Sickels, US Nave 070910-C-2910S-007 Yeoman 2nd Class Juan Torres, October 23, 2009 via WikiMedia Commons, Creative Commons License. Retrieved December 4, 2011 from http://commons.wikimedia.org/wiki/File:US_Navy_070910-C-2910S-007_Yeoman_2nd_Class_Juan_Torres_embarked_ aboard_guided-missile_frigate_USS_Halyburton_%28FFG_40%29_helps_a_child_with_his_homework_during_a_community_relations_project_at_Provida_Home.jpg#filehistory
- Luca Tony, “we walked in, both of us looked like terrorists,” January 23, 2011 via Dree Astwood, Retrieved December 4, 2011 from <http://www.dreeastwood.com/2011/01/ski-mask-way.html>
- Matthew Woitunski, Homeless Man. 2008 via WikiMedia Commons, Creative Commons License. Retrieved December 4, 2011 from http://commons.wikimedia.org/wiki/File:Homeless_Man.jpg
- Michael Raphael, FEMA - 29783 - Workers unemployed by the freeze in California.jpg, April 4, 2007 via WikiMedia Commons, Creative Commons License. Retrieved on December 4, 2011 from http://commons.wikimedia.org/wiki/File:FEMA_-_29783_-_Workers_unemployed_by_the_freeze_in_California.jpg
- Mwandi, Vulnerability, July 6, 2010 via A.U.R.A. Retrieved December 4, 2011 from <http://areureallyawake.wordpress.com/tag/vulnerability/>
- pmdd no more, Help.jpeg, November 6, 2011 via WikiMedia Commons, Creative Commons License. Retrieved December 4, 2011 from <http://commons.wikimedia.org/wiki/File:HELP.jpeg>
- Shamseer. Homeless child.jpg. December 1, 2007 via WikiMedia Commons, Creative Commons License. Retrieved December 4, 2011 from http://commons.wikimedia.org/wiki/File:Homeless_child.jpg

Citations for Photographs Taken

- Joyce Howard, eye on prize1.jpg, December 7, 2011 via 2011 via multimediaidtechedld5363 website, Creative Commons License. Retrieved on December 8, 2011 from <https://sites.google.com/site/multimediaidtechedld5363/home/psa-references-copyrights>

Joyce Howard, eye on prize grads.jpg, December 7, 2011 via multimediaidtechdld5363 website, Creative Commons License. Retrieved on December 8, 2011 from <https://sites.google.com/site/multimediaidtechdld5363/home/psa-references-copyrights>

Maridale Still, Graduation Photos 1 Maridale's Son.jpg, December 6, 2011 via multimediaidtechdld5363 website, Creative Commons License. Retrieved on December 8, 2011 from <https://sites.google.com/site/multimediaidtechdld5363/home/psa-references-copyrights>

Maridale Still, Graduation Photos 3 Maridale's children.JPG, December 6, 2011 via 2011 via multimediaidtechdld5363 website, Creative Commons License. Retrieved on December 8, 2011 from <https://sites.google.com/site/multimediaidtechdld5363/home/psa-references-copyrights>

Maridale Still, Homeless Picture 3 (Maridale's older children) (2).JPG, December 6, 2011 via multimediaidtechdld5363 website, Creative Commons License. Retrieved on December 8, 2011 from <https://sites.google.com/site/multimediaidtechdld5363/home/psa-references-copyrights>

Maridale Still, Car Dealership 1.JPG, December 6, 2011 via 2011 via multimediaidtechdld5363 website, Creative Commons License. Retrieved on December 8, 2011 from <https://sites.google.com/site/multimediaidtechdld5363/home/psa-references-copyrights>

Maridale Still, Electronics Store 1.JPG, December 6, 2011 via multimediaidtechdld5363 website, Creative Commons License. Retrieved on December 8, 2011 from <https://sites.google.com/site/multimediaidtechdld5363/home/psa-references-copyrights>

Maridale Still, Clothing Store 6.JPG, December 6, 2011 via multimediaidtechdld5363 website, Creative Commons License. Retrieved on December 8, 2011 from <https://sites.google.com/site/multimediaidtechdld5363/home/psa-references-copyrights>

Regina Jackson, Happy kid.JPG, December 6, 2011 via multimediaidtechdld5363 website, Creative Commons License. Retrieved on December 8, 2011 from <https://sites.google.com/site/multimediaidtechdld5363/home/psa-references-copyrights>